

ABSTRACT OF THE DISCLOSURE

A communication method, system and apparatus which transmits, receives, and stores multimedia messages that may include advertising data, as well as instructions for displaying the advertising on a targeted subscriber's display device, in place of a currently viewed live broadcast. The system and apparatus provides advertisement content to the desired viewers, by detecting the presence of the viewer operating the communication apparatus (i.e., turning it on to view broadcast programming), so as to display the multimedia messages only when the viewer is present, thereby ensuring content providers that their advertisements will be viewed by a particular demographic group at a particular, optimal or desired time.

10040436-430784